

Public Involvement Plan

July 24, 2017

I. Overview

Area residents have long desired a plan for River Road and Santa Clara that enhances each neighborhood's unique attributes and prepares for future change. Over time, neighborhood conversations and reports document residents' willingness to engage, and a consistent set of concerns. Now the two communities and the City of Eugene are ready to move forward to develop a Neighborhood Plan. This Public Involvement Plan details how individuals and organizations with a stake in the future of River Road and Santa Clara can participate in crafting vision, action, and outcomes for the neighborhoods. The best plans adapt to new information and opportunities, so at key points in the process, this plan should be reviewed and changed as needed.

Public Involvement Process

The project schedule outlines the timeline for the Neighborhood Planning process.

For the public, there are 3 major steps in the process:

 REACH OUT: Project introduction, build a strong base of participation for the Plan. Creativity, beauty, and fun rule this phase! We will come away with images, graphics, and words that describe the vision and goals for the Neighborhood Plan. This work will also inform the Transit-Oriented Development Project in River Road.

GENERAL TIMEFRAME: AUGUST 2017-MARCH 2018

PUBLIC MEETING: OCTOBER 2017.

2. **ACTION PLAN**: Getting down to business, **identifying policies**, **options**, **and priorities**. Continue the fun: make games out of surveys, have thoughtful conversations while building community.

GENERAL TIMEFRAME: FEBRUARY 2018 - FALL 2018

PUBLIC MEETING: MAY 2018

3. **MAKING IT HAPPEN**: This phase of **developing code and zoning** will prove to be an exercise in patience, give and take, and negotiation. Committing to getting to a final yes is essential!

GENERAL TIMEFRAME: SUMMER 2018 – WINTER 2019
PUBLIC MEETINGS: OCTOBER 2018 and WINTER 2019

Goals of the Public Involvement Plan

The River Road and Santa Clara communities have rural roots, grounded in growing food, working hard, and neighbors helping neighbors. Challenges resulting from growth have created artificial divisions that neighbors struggle with today. With limited resources and time, the neighborhood organizations have done an amazing job bringing residents together.

The goal of this Plan is to continue and augment the work of the River Road and Santa Clara communities, assisting them in forging new relationships and creating common goals and vision for the future of the neighborhoods. This project will provide the creative and technical resources to build a new structure for democratic participation. See below for 3 ways to think about the goals:

- 1. The project management team is committed to a public engagement process that is:
 - Meaningful: creates a vision crafted with beauty, fun, warmth, and welcome
 - Accountable: responds to ideas, critique, comments, and praise
 - **Inclusive:** communicates with all stakeholders, including the under-represented, outside of structured meetings, in ways that people understand and can relate to
 - Transparent: makes decisions public; shares information in a variety of formats and places
 - Realistic: informs about constraints, opportunities and objectives
 - Outcome-oriented: creates a community-supported and council-adopted neighborhood plan!
- 2. The City of Eugene <u>Values and Principles for Public Participation</u> will guide the project from start to finish:

Values for Public Engagement:

- Careful Planning and Preparation
- Inclusion and Demographic Diversity
- Collaboration and Shared Purpose
- Transparency and Trust
- Impact and Action
- Sustained Engagement and Participatory Culture

Principles for Interacting and Engaging with the Community:

- People do not want to be studied
- Listen to people's stories
- Use established community networks
- Spend time building relationships
- Recognize diversity within various communities
- Learn about the community you want to involve. Do not operate from preconceived notions.
- Demonstrate results from public involvement
- 3. And here are some goals of a more technical nature, based on Title 6 of the Equal Rights Act of 1964 and Environmental Justice Executive Order in 1994. These apply to all federally funded projects, such as the River Road Transit-Oriented Community and ODOT Beltline Improvements:

The City of Eugene and the neighborhoods of River Road and Santa Clara are committed to an approach that:

- Provides early and ongoing opportunities for stakeholders to raise issues and concerns that can be considered through equitable and constructive two-way communication between the project management team and the public.
- Encourages the participation of all stakeholders regardless of race, ethnicity, age, disability, income, or primary language by offering alternative accommodations, as needed (e.g. translation services, activities for children at community meetings, accessible meeting facilities).
- Promotes fair treatment so that no group of people (racial, ethnic, or a socioeconomic group) bears
 a disproportionate share of the negative environmental consequences resulting from a program or
 policy.

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- The City of Eugene has expanded the descriptions in the two previous bullets to include all stakeholders and groups of people, "regardless of age, faith, race, national origin, immigration status, gender identity, ability, ethnicity, housing status, sexual orientation, economic status or other social status."
- Ensures that public contributions are considered in the decision making process and can influence the agency's decision.
- Builds on information gathered through related planning processes and ensures effective coordination and consistency with those efforts.

The International Association of Public Participation (IAP2)'s spectrum of public participation, Figure 1, shows varying levels of engagement based on the level of public impact. Because the level of public impact of the Plan is high, the public and stakeholders will be engaged at the "inform", "consult", "involve", and "collaborate" levels.

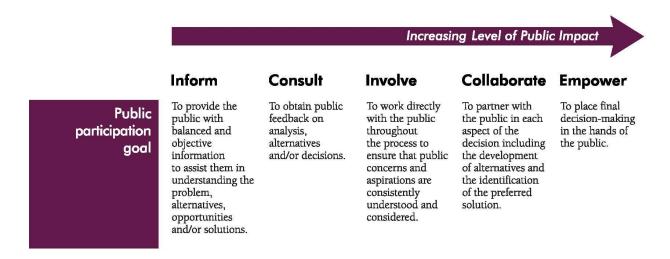


Figure 1. IAP2 Spectrum of Public Participation (source: www.iap2.org)

Decision Making

In all public communications, it is important to be clear who is making decisions for the project and how public input will be considered and incorporated. Prior to each major decision point, the project management team will communicate with stakeholders about:

- Who will make the decisions,
- How stakeholders can influence the decisions,
- When stakeholders will have opportunities to participate,
- How stakeholder input will be considered, and
- Who will respond to public comments.

Empower: Eugene City Council (elected to decide) and Planning Commission (appointed by elected to review and recommend)

Collaborate: CAC (appointed to recommend)

Involve: TAC, RCCO, SCCO (selected to advise)

Consult: Public (welcomed and encouraged to give opinion)

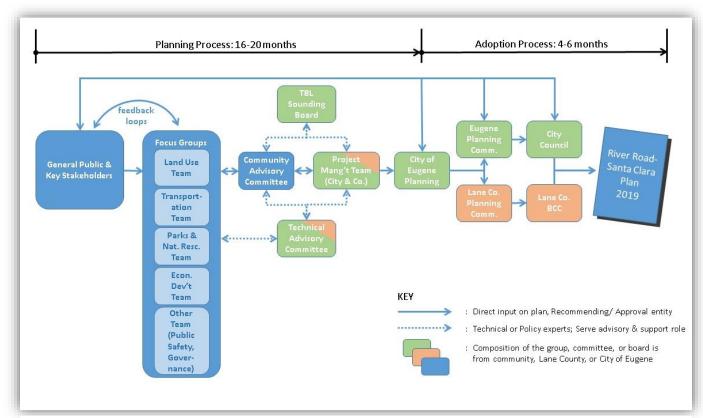


Figure 2. River Road-Santa Clara Neighborhood planning decision making process diagram

The City of Eugene proposes the following roles for the project:

Community Advisory Committee

- Represent varied voices of the two communities; review and consider full breadth of public input.
- Develop operating rules/ 'by laws' by which the committee will function.
- Advise Project Management Team and Technical Advisory Committee.
- Work with City staff and Technical Advisory Committee to reach a mutually agreed upon community vision and plan that works within the larger Envision Eugene community vision.
- Make a final community recommendation that can be forwarded to the Planning Commissions.

Focus Groups

 Members of the general public, RRCO and SCCO Boards, and current SCRRIPT group that are willing and interested in diving deeper into the specific work products.

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- Focus Groups will focus on one of the Plan's priority areas.
- When necessary, staff will bring in other individuals to supplement the conversation and analysis, as well as ensuring diverse perspectives are represented in the review.

Technical Advisory Committee (TAC)

- Are composed of City and partner agency staff and serve as advisory body to the Project Management Team and the Community Advisory Committee.
- Represent their own project or departmental interests and communicate how the neighborhood-specific issues fit within the broader City/County context.
- Includes staff working on other projects related to the Plan in RRSC.
- Provide technical support to the project and conduct analysis, when appropriate, to assist the PMT in reaching a policy-oriented conclusion.
- Vet ideas, policies, or potential capital projects for feasibility in balance with budgets and other City/County priorities.

Project Management Team (PMT)

• The small core staff team tasked with making day-to-day decisions in a timely manner. The PMT is comprised of city and county planning staff. This team will carry out the work plan.

River Road and Santa Clara Community Organizations

Both community organizations will assist in public outreach throughout the project. During key
decision points in the project, the organizations will lead efforts to host meetings and
communicating with stakeholders.

Equity approach

Some projects "check the box" on equity by sending mailers to everyone in the area, or posting flyers in the neighborhood in English and Spanish. But *participation* won't happen without trust. The Project Team has forged relationships with key community partners, who have earned the trust and respect of under-represented community members with consistent service. Working in collaboration with organizations such as St. Vincent De Paul, Food for Lane County, and multicultural outreach specialists at the school districts, we will reach and involve people who do not attend public meetings.

Using the official Title 6 language: "The project team will conduct active outreach to achieve full and fair participation by under-represented populations including youth, communities of color, and individuals with low-incomes, limited English proficiency or disabilities."

Many small businesses in the area are owned by individuals who are minorities and/or low-income. They have not been well represented in past planning, primarily because small business owners and operators work long days and cannot attend meetings. In addition, these businesses are often not members of the Eugene Chamber of Commerce so their voices lack representation through an organization. To actively involve businesses, the project will need individual visits to each business to involve them in the Plan.

Examples of potential collaboration include:

- o Meeting with residents over dinner in the community room in low-income housing.
- Chatting with individuals when they pick up food boxes at Food for Lane County distribution sites in the neighborhood.
- Visiting each business along River Road and asking them how they would like to connect with the project, and following up on how they choose to be involved.
- Assisting with a garden work party, sharing snacks, and discussing neighborhood issues at the Huerto de la Familia community garden in Santa Clara.
- Attending Math and Science night at El Camino Elementary School and inviting parents to a community event.

Coordination with other Projects

The Project Management Team will connect with area projects happening in the same timeframe led by other agencies for discussion of process overlap, contacts, and coordination. Other projects could include a staff member on the Technical Advisory Committee to ensure that everyone is working together. Existing projects identified to date include:

- River Road Transit-Oriented Community: this project will coordinate closely with the neighborhood plan, using the Plan visioning and goal setting to help inform project decisions.
- o ODOT Beltline Improvements & City arterial bridge (Green Acres to Division Avenue)
- City-County Santa Clara Bicycle Path (Beaver to Wilkes)
- o Lane Transit District:
 - Moving Ahead
 - Santa Clara Community Transit Center
- Lane County Public Works: Hunsaker-Beaver Corridor Study
- City of Eugene PARKS & RECreate System Plan

Public involvement documentation

The project management team will prepare a public involvement summary of all activities after each key milestone in the project, along with comments and public contacts collected throughout the life of the project.

Project Stakeholders

Pro-active outreach to a diverse array of stakeholders is essential. Materials will be creative and easy to understand, with clear methods for input. The Project will reach out to under-represented populations by collaborating with organizations, businesses, and agencies that have built trust and communication networks. Materials, meetings, and input methods must meet the needs of the under-served.

Project stakeholders include area property owners, residents, renters, affordable housing interests, business owners and employees, farmers, organizations and advocacy groups, institutions, public agencies, local transportation interests (including bicycle, freight, pedestrians, commuters, mobility impaired, transit, recreational), media, and emergency service providers. See below for a beginning list:

PROECT STAKEHOLDERS - AN EVOLVING LIST!

This is the beginning of a dynamic and growing list that will include information for each contact, including events, communication methods, size of their network, ability to host outreach opportunities, etc.

Youth and Families

Boy and Girl Scouts

Pre-schools, including Head Start

Kidsports (fields at Madison)

Safe Routes to School

Schools - Bethel

Schools - 4J Eugene

Schools – Junction City (some Sta Clara students)

School Clubs: NEHS Boosters, Ecology Club,

Drama, PTO, Student Government

NEHS Classes: IHS, Community Service Learning,

NEHS civics/social studies

Seniors and Disabilities

Senior Meals at the Annex

Senior Care Facilities (Terpening, etc.)

Reality Kitchen

St. Vincent De Paul (see below)

Goodwill SARA

Residents and Property Owners

Property owners (large and small, residential and commercial, City/ annexed and County/ unannexed)

Rental owners

Potential future residents (missing middle

housing)

Low-income: see below, other examples include

Kourt Appts, ECCO Apartments

Low-Income

St Vincent De Paul:

Santa Clara Place - Large community room, 55

units, Kids Club, access to van

Ross Lane - 40 units

Food for Lane County:

Family Resource Coordinator at each school Maxwell Road Food Pantry: Open every 2nd

and 4th Saturday from 10-noon

Summer food distribution locations

Cornerstone Bulletin (Housing)

HACSA

Multicultural Outreach

Huerto De La Familia garden at St. Matthews in

Santa Clara

Food for Lane County Multicultural Outreach

Schools

Businesses

NAACP

Blacks in Government

League of United Latin American Citizens of Lane

County

Centro Latino Americano

Organizations in area (tangible and virtual)

RCCO

SCCO

Santa Clara Fire District (Reader Board)

River Road Fire District

River Road Water District

Neighborhood Watch

River Road Library

Social Media: RR Facebook

Granges: Irving and Santa Clara

Vets VFW

NextDoor web/listserv

Parks and Recreation

River Road Park District (quarterly mailing, events,

classes)

Friends of Parks: Ferndale, Awbrey, Arrowhead,

Rasor, Heron Ponds, others?

Environment and Sustainability

NEHS Ecology Club

Willamette Riverkeepers

Jan Spencer's Email List

Permaculture Group

Filbert Orchard volunteers (River Road)

Churches

Church bulletins: Trinity, RR Baptist, Our

Redeemer Lutheran

Spanish service at church at Baptist Church

Develop a complete list of churches

Businesses

Large businesses

Small businesses

Home-based (door knock, mailer, FB group)

Savvy shopper/saver-advertising

Eugene Area Organizations

(focus on land use, transportation, and economic development)

Transportation: cyclists, pedestrians, transit users, freight, carpoolers, single vehicle drivers, other modes such as skateboards

Eugene Chamber of Commerce

BEST

WE CAN

GEARS

Eugene Homebuilders

Eugene Realtors

OSU Extension Service, Master Gardeners (other

agricultural interests?)

Oregon Trucking Association

1000 Friends of Oregon

Union Pacific Railroad

Media

Register Guard, local TV and radio stations, Eugene Weekly, Exito Magazine

Boards, Commissions, Elected Officials

River Road Park District Board

River Road Water District Board

Santa Clara and River Road Fire District Boards

Lane County Board of Commissioners

Lane County Planning Commission

Eugene City Council, Planning Commission,

Sustainability Commission, Housing Policy Board,

Human Rights Commission, Bicycle and Pedestrian

Advisory Committee

Lane Transit District Board, Strategic Planning

Committee

State of Oregon Elected Representatives

Agencies

City of Eugene (list departments involved)

Eugene Water and Electric Board

Lane County

Oregon Department of Land Conservation and

Development

ODOT

Department of Environmental Quality

Stakeholder Events

Ryan Meadows Garage Sale

Wildflower Fest at Awbrey Park

Annual Bike Tour (Sunday Streets)

Green and Resilient Tours

Eugene Scottish Festival

Emerald Park Events: concerts, plant sales, etc.

School Related:

RR El Camino Math/Engineer night in Feb 2018

School Carnivals

Back to School Day/events

HS sporting events

Locations for display outreach

Grocery (Fred Meyer, Albertsons)

BiMart [Bev Barr has contacts]

Ryan Meadows Garage Sale

Walking path (E Beacon)

RRPRD Emerald Park

RR Library

RRPD Annex

Coffee spots (Dutch Bros, Prime Time, Global

Delights)

Restaurants

RR Pharmacy/Walgreens

Legislator Town Halls

Car shows

Rodeos @ Prairie (July 7th)

SC Fire District

Councilor coffees

NEHS & RR Elem: Latino Outreach

SC Community garden + Huerto de la Familia

LTD bus (51, 52, 55) + Ride Source

Kidsports @ Madison MS, NEHS (practices)

Sunday Streets (Sept 17)

Summer Concerts at RR Park

RRCO and SCCO sponsored events, such as RR

Pancake Breakfast

Holiday Bazaar at the grange

Emerald Park Holiday Bazaar

Halloween at Emerald Park

Car shows

Doctor waiting rooms (PeaceHealth, OMG)

School related:

School Carnivals

Back to School Day/events

HS sporting events

Swim teams

Meeting locales

RR Park District Annex (small)
RR Park District Main Building (large)
Schools
Churches
Restaurants when they are closed (Countryside
Grill is good for small meetings)

Other recommendations from PI Plan Outreach:

- Hold multiple meetings of same format (evening, day, and weekend day)
- Multiple ways of giving feed back
- Food & Childcare: needed to remove obstacles to attend
- Consider offering creative incentives for participation
- Ensure all materials are translated
- Different formats for difficult work products

II. Start Up Activities

Project Materials

Thoughtful and creative public materials with accessible text and graphics will be used throughout the outreach process. We will bring artists and community members together to develop and refine graphic visions of the future neighborhood. Key meeting and outreach materials will be translated into Spanish, and all meeting invitations will offer accommodations for people with disabilities. See Appendix for a current project description and list of other project materials.

In addition, the project will develop methods to collect photos, drawings, and ideas from people in the neighborhood, creating a framework for a visual and audio library for the project. This library will help put a human face to the myriad of public involved in developing the Plan.

Project Image: Work with artistic or branding experts to create a look and feel for the overall project that reflects the community ideals. This should result in a series of word marks, color palettes, and other recognizable images that will allow community members to immediately identify the project.

Committees and Groups

Establishing and launching the groups and committees who will contribute to project decision-making will be challenging and time-consuming. The project will need to find a path between democratic representation and individual tokenism. Will committee members represent constituencies, and if so, how? What ways will decision-making represent the views of stakeholders, not just committee members? Carefully crafted committee charters will guide this aspect of public involvement.

Communications

The project will develop and launch a Communication Plan that coordinates activities between the many tools and voices of the project, including clear guidelines for media and other key communication outlets. Following is an overview of major communication methods for the project:

Interested Parties List: The project will populate an interested parties list for the project including, names, addresses, email addresses, phone numbers, and a variety of other information such as attendance at public events and preferred method of communication. This list will drive the communication methods for the project.

Email Updates: The project will communicate regularly with a wide variety of individuals about upcoming events and project outcomes. Email will be a major method of communication, but the project will also activate a twitter account and conduct phone calls to people who don't use email.

Social Media: Initial outreach will identify how people most like to communicate, then the project will respond with structures that meet those needs. If people like text, and want to receive regular updates, then perhaps a twitter training for folks is in order. Same goes for Facebook.

Website: While websites are a good way to house information, they don't reach out. The website should be simple, accurate, up-to-date and uncluttered. The website should link to other communication methods, such as the e-updates, twitter feed, and project and community events.

Media: Leading the way with news outlets is essential! The beautiful graphics and fun activities will be excellent ways to get messages across and create a positive vibe for the project. Clear communication between the project management team, committee members, electeds, businesses, and neighborhood leaders will provide the opportunity to expand media outreach beyond the normal. For instance, how about conducting an on-air survey during a local Spanish-language radio show?

Public Comment and Response: The City will collect comments via email and the website and respond individually within 3 working days. Responsiveness is one of the best ways to build trust and accountability, and offers a chance to acknowledge what has been said and explain more detailed information to the interested person. The project management team will also draft updates to the website to respond to frequently asked questions.

Direct Outreach

Going to people to tell them about the project, ask what they think, and invite them to an event is the best way to build support and enthusiasm for the project. Direct outreach is a key component of how the project will involve businesses as well as Title VI and Environmental Justice communities. The project will proactively initiate outreach such as:

- Speaking engagements at a variety of groups, focusing on stakeholders who are not well represented at the public events.
- Display outreach (otherwise known as "tabling") at community events and outside local businesses in the neighborhood. We will train volunteers how to step forward and initiate conversations.
- Mobile outreach conducted by driving an identifiable vehicle around the neighborhoods in an "outreach bus" with audio-visual tools to record community views and ideas.
- Informal meetings with neighbors to discuss issues and share opinions.
- Door-to-door flyering to share information about upcoming events and build the interested parties list. This will depend a lot on volunteers, and greatly assist the project in reaching out to the business community along River Road.

III. Public Involvement Process

1. Reaching Out

While both community organizations have spent significant time talking with people about the future of the area, the success of the project depends on compelling VISIONS OF THE FUTURE. Incorporating art and activating creativity will bring enthusiasm, fun, and beauty to the first phase of the project. New people will become involved that are not attracted to traditional meetings. Specific components include:

- 1. **Project materials** that are accessible and beautiful, incorporating original art into the project masthead, timeline graphic, area map, etc.
- 2. Roadshow toolkit that includes fun ways to collect a vision for the area. Elements could include:
 - a. Tactile activities incorporating art and games to share visions of the future (ability to conduct with groups, in classrooms)
 - b. Simple surveys (English and Spanish) with raffle prizes
 - Mobile unit equipped with photo and audio recording capacity (ability to connect with people at outdoor events)
- 3. **Volunteer trainings** for community members who would like to conduct outreach to groups or individuals.

- 4. **Speaking engagements, display outreach, neighborhood gatherings, and door-to-door outreach** to gather vision and grow the interested parties list. Making sure to represent the variety of views, including businesses and under-represented community members, will be important.
- 5. **Open public event** that feels like a celebration and neighbor-connecting event: include music at the outset, and artists to record stories in graphic form. *POTENTIAL TIMEFRAME: OCTOBER 2017.*
- 6. **Artistic compilation** of public input resulting in a series of vision sketches of the neighborhood that captures the breadth and depth of the outreach.
- 7. A final Planning Document will use the vision information to draft goals for the project.

2. Action Plan

Using the vision, craft **goals, policies and action plans** in each of the four primary areas: Land Use, Transportation, Economic Development and Parks and Natural Resources, as well as other areas including Public Safety and Governance.

Focus Groups, in collaboration with the Focus Groups (see Roles on Page 5), will provide an in-depth opportunity to craft specific actions to implement the vision. Activities in this phase can include:

- 4 Focus Groups on each of the 4 primary areas, with a mix of stakeholders in each group. For
 instance, a group focused on land use, with a mix of individuals participating.
- 2 Focus Groups that are stakeholder-based, and focus on a variety of issues. For example: bring together businesses to discuss a variety of topics.
- Surveys, in-person and online (Spanish and English), in a fun game-like format, through Communications and Direct Outreach (see Start Up Activities), focusing on stakeholder groups not well represented at meetings. This will continue to expand the number of people interested in the project.
- Large Public Event that shares the results of the focus groups and survey outreach, and finds a way to have fun AND ask people hard questions about alternatives, trade-offs, and what is most important. The goal is to dial in on priorities. Possibly consider using clickers to quickly socialize results of what people think. POTENTIAL TIMEFRAME: MAY 2018.

3. Making it Happen: Code and Zoning

The project must lead a clear process to identify how to bridge the gap between code development and public decision-making. Developing trusting relationships in the first 2 phases will help the project weather the inevitable challenges. Steps for this stage include:

- Targeted outreach to gather key feedback in crafting the code and zoning language. This could
 include running text scenarios to see how the code and zoning functions in a variety of situations.
 Communicating with existing and future businesses will be an important step, as well as circling back
 to under-represented communities.
- 2. Public Event to Share Code and Zoning Proposals. POTENTIAL TIMEFRAME: OCTOBER 2018
- 3. **Individual and small group conversations** with stakeholders to resolve conflicts or disagreements and work toward agreement. A professional mediator may be important.

River Road Santa Clara Neighborhood Plan

Project Description

For over 30 years, land use and development in the River Road and Santa Clara communities has been governed by the River Road-Santa Clara Urban Facilities Plan. **Adopted in 1987, the plan needs to be updated.** The River Road and Santa Clara Community Organizations have sponsored activities to gather information on neighborhood concerns, dedicating innumerable volunteer hours to hearing from the community. These activities will form the basis of further outreach efforts in the crafting of a responsive neighborhood plan.

The planning process will be a collaborative effort among the River Road and Santa Clara community organizations, the City of Eugene, Lane County, and other stakeholders throughout both communities. **The 2-year planning process will create a Community Vision to guide decision-making for decades to come**. Simultaneous with the neighborhood planning process, a Federal Transit Administration grant will enhance the Community Vision by allowing for intense focus on the River Road corridor between NW Expressway and Hunsaker Lane.

The vision will be articulated in a **Goal and Policy document** tackling a wide variety of issues identified in previous public engagement efforts led by neighborhood teams (Santa Clara-River Road Outreach and Learning (SCRROL) and Santa Clara-River Road Implementation Planning Team (SCRRIPT)). The plan will focus on **four priority areas: Land Use, Transportation, Economic Development, and Parks and Natural Resources.**

There are limits to the effectiveness of planning tools to address two previously identified priorities areas: Public Safety and Governance. However, the planning process will employ an inter-departmental staff team to ensure these concerns are addressed and implemented through appropriate mechanisms. The plan will conclude with an **Action Plan that includes implementation strategies** to advance the defined policy direction. The final product, including policies, zone changes, and new development standards, will be **adopted** by the City of Eugene and Lane County to ensure action and long-term implementation.

